

1

PTO/SB/08A (07-05)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

of

Complete if Known

Application Number	09/866,425
Filing Date	May 24, 2001
First Named Inventor	Vilcauskas, et al.
Art Unit	2167
Examiner Name	Wassum, Luke S.
Attorney Docket Number	8096.0008

U.S. PATENT DOCUMENTS

class/sub

Examiner Initials *	Cite No. 1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
JBN		US- 5,548,745	08/20/1996	Egan et al.	703/27
		US- 6,248,964	06/2001	Dwek	

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. 1	Foreign Patent Document	Publication Date MM-DD- YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		KR 97-78058	12/12/1997			

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. 1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
JBN		BAKER, "Hypertext Browsing in the Internet," UNIX Review, Vol. 12, No. 9, September 1994, pp. 21-26.	
		DEVONEY, "Using PC DOS, 1986, p. 340	
		SPRY, Aimos. Hip Windows Help File, Ap. 3, 1995, Browsing with Mosaic, The SPRY Mosaic Console Cam, Power in Pictures, Computer Shopper, Nov. 1994, Vol. 44, No. 11 pp. 698-800.	
		Michalski, Content in Context, RElease, 1.0, vol. 94, No. 9, Sep. 27, 1994, pp. 1-13.	
		McArthur, World Wide Web & HTML, Dr. Dobb's Journal, Dec. 1994.	
		Davison, Coding with HTML Forms, Dr. Dobb's Journal, June 1995, pp. 70-75, 106-109.	
		Grobe, Michael, "HTML quick Reference," Oct. 11, 1995, Academic Computing Services, University of Kansas.	
		Sreenivasan, S., "The World Wide Wait: Don't Get Made Get Off," The New York Times, Sep. 30, 1996, P. C5.	
		Kevin Kelly and Gary Wolf, et al, Push! Kiss your Browser goodbye: The radical future of media beyond the Web, Wired Magazine, Mar. 1997, pp. 12-23.	
		Bonny I. Georgia, "Browsing without a Net", Internet Magazine, Dec. 1996, vol. 1, Issue 1, pp. 85-90.	
JBN		Cathy Taylor, "Going Beyond the Banner", Jul. 08, 1996, pp. 36-41 (Brand week 1996).	
		Jane Hodges, "Marketers play Web games as serious biz", Mar. 11, 1996, (Advertising Age).	
		ISAO, Patent Abstracts of Japan, Vol. 95, No. 2, Mar 31, 1995 & 06314184 A.	
		OLIVER, Netscape 2 Unleashed, Sams.net Publishing, Feb. 1996, p. 36, 37, 40, 41, 205-210, 499-500, 576, and 577.	

498-499

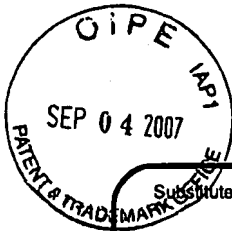
S2V		Gunn, Power in Pictures, Computer Shopper, Nov. 1994, v. 14, n.11, p. 599- 600.	
		Ayre, Rick and Don Willmott, "See the Sites Beyond Browsing", Oct. 10, 1995, PC Magazine, pp. 151-201.	
		Pike, et al., Using Mosaic, 1994, p. 82-85, 222 -223.	
		Newsbytes, Ziff Davis to Offer Advertising on Web Pages, pNEW03300020, Mar. 30, 1995.	
		Reaching Shoppers Beyond Retail, Computer Retail Week, v.5, N.99, P. 76(3), May 8, 1995.	
		Coleman, An Investigation into Integrating Hypertext and Messengers, Information Engineering, pp. 181-184, Jul. 3, 1995.	
		Abernathy, Create a Custom Newspaper, PC World, Vol. 13, No. 8, p. 66, Aug. 1995.	
		"Broadcasting an Array of Data: Turn your passive Website into a proactive service," Internet Magazine, Dec. 1996, vol. 1, Issue 1, p. 37.	
		RANGANATHAN, A. and CAMPBELL, R.H., "Advertising in a Pervasive Computing Environment," Proceedings of the 2 nd International Conference on Mobile computing and Networking, pp. 10-14, September 2002.	
		CRAWLEY, M., "Popups and Popunders," downloaded from www.onlinesoldier.com on 27 January 2003.	

Examiner Signature	<i>Julie S. Wadsworth</i>	Date Considered	16 October 2007
-----------------------	---------------------------	--------------------	-----------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



2

PTO/SB/08A (07-05)

Approved for use through 07/31/2008. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

of

Complete If Known

Application Number	09/866,425
Filing Date	May 24, 2001
First Named Inventor	Vilcauskas, et al.
Art Unit	2167
Examiner Name	Wassum, Luke S.
Attorney Docket Number	8096.0008

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
JLN		US- 5,027,400	6/25/1991	Baji et al.	725/116
		US- 5,093,718	3/03/1992	Hoarty et al.	725/120
		US- 5,105,184	04/14/1992	Pirani	845/629
		US- 5,220,420	6/15/1993	Hoarty et al.	725/119
		US- 5,305,195	4/19/1994	Murphy	705/1
		US- 5,325,423	6/28/1994	Lewis	379/93.08
		US- 5,327,554	7/05/1994	Palazzi III et al.	745/110
		US- 5,347,632	9/13/1994	Filepp et al.	709/202
		US- 5,572,843	11/05/1996	Judson	709/218
		US- 5,854,897	12/1998	Radziewicz, et al.	709/224
		US- 5,890,172	3/30/1999	Borman et al.	715/30.1
		US- 6,401,075	6/04/2002	Mason et al.	705/14
		US- 2002/0023094	2-21-2002	Kohda et al.	707/104.1

Class/sub

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ^o
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
JLN		WO 97/40601	10/30/1997	Juno Online Svcs.	H04L 9/00	
		WO 97/40514	10/30/1997	Juno Online Svcs.	G06Q 10/00	
		WO 97/40447	10/30/1997	Juno Online Svcs.	G06Q 10/00	
		WO 03/050744	6/18/2003	Kolsy	G06F 17/30	
		WO 02/081610	8/08/2002	Hamilton, et al.	G06F 17/30	

Abstract Only

Abstract Only

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²

Examiner
Signature

Luke S. Wassum

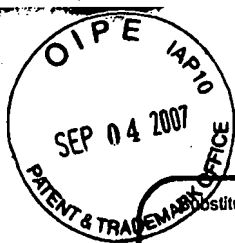
Date
Considered

15 October 2007

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



3

PTO/SB/08A (07-05)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete If Known			
		Application Number	09/866,425		
		Filing Date	May 24, 2001		
		First Named Inventor	Vilcauskas et al.		
		Art Unit	2167		
		Examiner Name	Wassum, Luke S.		
Sheet		of		Attorney Docket Number	8096.0008

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	Document Number Number - Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

FOREIGN PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	Foreign Patent Document Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
ASW		POST-SESSION INTERNET ADVERTISING SYSTEM, Andrew Vilcauskas, et al., Inventors, USPTO Image File Wrapper for Application No. 09/866,425, Filed May 24, 2001, 798 pages.	
↓		POST-SESSION INTERNET ADVERTISING SYSTEM, Andrew Vilcauskas, et al., Inventors, USPTO Image File Wrapper for Application No. 10/784,663, Filed February 23, 2004, 291 pages.	
↓		POST-SESSION INTERNET ADVERTISING SYSTEM, Andrew Vilcauskas, et al., Inventors, USPTO Image File Wrapper for Application No. 10/784,358, Filed February 23, 2004, 147 pages.	

Examiner Signature	<i>Luke S. Wassum</i>	Date Considered	15 October 2007
--------------------	-----------------------	-----------------	-----------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.